
GENERAL INFORMATION

INTRODUCTION

The City of Fort Lauderdale is situated on the southeast coast of Florida centrally located between Miami and Palm Beach. Encompassing more than 33 square miles with a population of 152,397, Fort Lauderdale is the largest of Broward County's 30 municipalities. Embraced by the Atlantic Ocean, New River and a myriad of scenic inland waterways, Fort Lauderdale truly lives up to its designation as the *Venice of America*.

An excellent economic environment coupled with an exceptional quality of life is helping the City of Fort Lauderdale establish itself as a world class international business center and one of the most desirable locations for high technology companies on South Florida's emerging *InternetCoast*. Located in the heart of a region that is currently home to more than 5,800 high technology firms, Fort Lauderdale is attracting a growing roster of businesses in key industry segments including software, web design, communications and electronic publishing.

Among the high technology companies that call Fort Lauderdale home are Citrix Systems, a multi-national company that develops, markets and supports multi-user application server software; SportsLine.com, the world's leading Internet-based sports media company; and Xcelerate, one of the nation's top e-business strategic consulting and solution innovation companies. These firms join Fort Lauderdale's growing list of nationally recognized corporations that have established business operations, corporate or Latin American headquarters in the City including: AT&T, AutoNation, BankAtlantic, Citicorp, Galaxy Latin America, Hewlett-Packard, MARS Music, Microsoft Latin America, Republic Industries, South African Airways, Spherion Corporation and Voicestream Wireless.

Expanding global business opportunities, access to U.S. and international markets, a pro business government, low labor rates, a well-educated and diverse work force, exceptional values in housing, and an array of business assistance and incentive programs, make Fort Lauderdale an unbeatable location where both large and small businesses can prosper.

In addition to its business advantages, Fort Lauderdale offers an outstanding quality of life, highlighted by its semi-tropical climate, rich natural beauty and array of cultural, entertainment and educational amenities. World famous Fort Lauderdale Beach offers premier opportunities for recreation, relaxation and enjoyment along with breathtaking views of the Atlantic Ocean. The City's picturesque Riverwalk serves as the cornerstone of Fort Lauderdale's arts, science and cultural district which features the Broward Center for the Performing Arts, Museum of Discovery and Science, and Museum of Art. Las Olas Boulevard has gained international acclaim as Fort Lauderdale's centerpiece of fashion, fine dining and entertainment. In addition, the City's downtown area is home to Broward Community College, Florida Atlantic University, Florida International University, the national award-winning Broward County Main Library, as well as federal, county and school district offices.

Through the cooperative efforts of residents, businesses and local government, Fort Lauderdale has evolved into a City that offers the best of both worlds – an attractive business environment and an exceptional quality of life. Fort Lauderdale looks forward to continuing to build upon its success to meet the challenges of the 21st Century and beyond.